



Director of Promotions

Last revised: March, 2024

COMMERCE SOCIALS COMMITTEE

Commerce Socials (CS) is the most important brand of the Commerce Students' Association, it has existed since the beginning of Commerce, although the socials really took off back in the 70s and 80s. CS reached its peak in 2002-2003, when the socials would sell out in 30 minutes and Carol had an attendance of 5000-6000 people at the Winnipeg Convention Centre. Everything came to a halt in 2005, and generations of Commerce Socials Co-Chairs have exhaustively worked to re-develop the brand into what it is today. We were able to return the Commerce Socials back in-person last year, we need your help to continue growing the brand to what it was and to make Commerce Socials reach its glory again!

POSITION OVERVIEW

As the Director of Promotions, you will help spearhead the strategic promotion of all Commerce Socials events, playing a central role in promoting and expanding the Commerce Socials brand. You will be responsible for coordinating volunteers, reaching out to potential sponsors, and working to drive engagement and attendance for our events while collaborating with the Director of Marketing to contribute to the overall success and growth of Commerce Socials.

POSITION RESPONSIBILITIES

- Reaching out to different faculties and booking boothing tables
- Coordinating volunteers by creating a thorough boothing schedule
- Working with CSA Corporate Relations portfolio to find and secure Sponsors
- Assisting the Director of Marketing in Miscellaneous Tasks
- Attending and Promoting all Commerce Socials

LINES OF COMMUNICATION

- Commerce Socials Co-chairs and VP Student Life



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- VP Corporate Relations and CSA Corporate Relations Portfolio
- VP Marketing and CSA Marketing portfolio

SKILLS DEVELOPED

- Organizational skills
- Time management skills
- Business Communication

POSITION DETAILS

Number of positions available: 2

Reports to: Commerce Socials Co-Chair

COMMITMENT LEVEL

Summer 2023	Fall 2023	Winter 2024
Low	High	Low

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours